

**THE
WHITTIER**

PICTORIAL

APRIL 27, 1950

15¢



OVERCROWDED SCHOOLS:
CAN IT HAPPEN HERE?

Whittier's OWN Local Picture Magazine

Myers

presenting another

VOGUE FASHION SHOW

Monday, May 1, at 7 o'clock in the evening



MYERS FABRIC DEPARTMENT

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Myers are again presenting an in-the-store fashion show of smart summer costumes made from Myers own fabrics. The patterns used are all from Vogue, and all fabrics will be on display in Myers complete yardage department.

PAULINE DELANO—Vogue stylist; narrator

- Professional models
- 20 Vogue fashion costumes
- Monday evening, May 1, 7 p.m.

MYERS DEPARTMENT STORE

45 YEARS IN WHITTIER

The Whittier Pictorial

Published every other Thursday
at Whittier, California

Lee N. Slinkard and
Charles N. Pollak II, publishers

JOHN PAUL COX, PHOTOGRAPHIC DIRECTOR

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Vol. I, No. 1

April 27, 1950

Editorializing . . .

Because this issue is Vol. I, No. 1, we'll use this space to tell about The Pictorial. It's a biweekly picture magazine concerned exclusively with what happens in Whittier and in the surrounding unincorporated communities. It is independent, has no ties with any other publication elsewhere, and is published by and for the people who live here in the Greater Whittier area.

Our experience has been that first issue salutations are boring and pretentious. Many turn up with brand-new, highly polished creeds. We'd rather not be too quick with a creed. We'd prefer ours to grow from experience and observation of the community. For now, we're content to cite part of the First Amendment to the U. S. Constitution:

"Congress shall make no law . . .
abridging the freedom of speech, or
of the press . . ."

Magazines are usually regional or national in scope and circulation. Only infrequently are they entirely local, as is The Pictorial. Yet, there is no reason why a locality cannot support its own magazine as long as the publication interests, entertains and stimulates its readers.

We might add that the idea of a local magazine is by no means new or original. Back in 1824, the Cincinnati Literary Gazette pointed out:

This is the Age of Magazines—

Even skeptics must confess it:

**Where is the town of much renown
That has not one to bless it?**

A few weeks ago, we produced an eight-page sample issue of The Pictorial to show potential advertisers what we were talking about. Since then, we've found these questions asked most often:

Q. Is the magazine part of a chain of similar ones in other cities? **A.** No, The Pictorial is locally owned and edited.

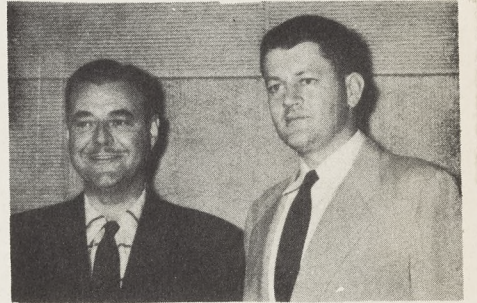
Q. Is this some kind of advertising scheme? **A.** No, it is a local magazine; however, like most other publications, it is supported by the advertising of local merchants who use it to create interest in their merchandise and services.

Q. Who's behind it? **A.** Co-publisher Lee Slinkard is a native of Indianapolis, attended Dartmouth College and the University of Indiana, and then spent 13 years with the Scripps-Howard newspaper chain. In 1942 he resigned his post as local ad-

vertising manager of the Indianapolis Times to buy the Camas, Wash., Post-Record.

The wet Washington weather eventually forced Lee and his family to move to California's more moderate climate, but not before he built the Post-Record into one of the state's outstanding weeklies. A Whittierite of some four years' standing, he owns The Camera Shop, on West Whittier Blvd., and Lee's Photo Supply, at 114 East Philadelphia St.

Co-publisher Charlie Pollak, originally from Bronxville, N. Y., and Nantucket, Mass., is a Harvard College graduate and was executive editor of the Crimson, university daily. As a United Press foreign correspondent, he spent several years in Argentina, later covering the United Nations at Lake Success for U. P.



In November, after two and a half years in Venezuela, he resigned as assistant public relations manager of the Standard Oil Co. (N. J.) affiliate there in order to re-enter the local publishing field. During the war, he served as an air intelligence officer in a B-29 group. He and Mrs. Pollak, a wartime Spar ensign, have two small daughters.

The Readers' Free Press

Do you ever get so doggone mad at something affecting the community that you want to sit down and write a blistering letter about it? Do you have a word of praise or a constructive suggestion that needs an outlet? The Readers' Free Press will be glad to publish any letter fit to print. Keep letters as brief, local and legible as possible and sign your name.



Already well-known in Whittier is the clever cartooning of Don Kracke, whose talented drawings appear in The Pictorial. Don studied in Chicago at the Art Institute and the Academy of Fine Arts, and in 1948 won third place in the National Scholastic Art Awards contest. He was art editor of the Cardinal and White at Whittier Union High School last year and now is preparing for a career in commercial art at U.C.L.A.

You can best express your appreciation for THE WHITTIER PICTORIAL by patronizing the advertisers who have made its publication possible.

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French teacher Avila permitted another class to squeeze into classroom to dramatize posed shot of how future crowding might appear.

TOMORROW'S ELECTION

Vote Second High School - - Or Else

Tomorrow is the day when people who like kids will go to the polls and agree, in effect, to put up two and a half million dollars so youngsters in the Whittier Union High School District can be assured of a decent education.

As things look now, approval of the bond issue for construction of a sec-

ond high school seems almost certain. Yet, the fact is that Whittier area residents have arrived at the point where a "No" vote would be disastrous.

The Pictorial, in wondering what could happen here IF does not intend to alarm those who have not kept up to date on school conditions. Still,

MORE →



They don't fit now—they surely won't fit in 1953—and think of 1960!

**TODAY • 2425 STUDENTS
FACILITIES 2300**

**1953 • 3249 STUDENTS
FACILITIES 2550**

**1960 • 6000 STUDENTS
FACILITIES 2550**

THEY JUST WON'T FIT!

This and other cartoons illustrate brochure published by parents' committee to stress need for second high school here.



Posed picture of girls' locker room shows how physical education facilities would be packed if second high school were not built.

YOU CAN'T ARGUE WITH THE STORK!



Unmarried cartoonist Kracke shows mature realization that stork always means business.
THE WHITTIER PICTORIAL

a good fright can serve constructive purposes. Two contemporary novels—Sinclair Lewis's "It Can't Happen Here" and George Orwell's "1984"—scare the pants off anybody who fears dictatorships. School officials, too, must jar the complacent with frequent warnings about overcrowded facilities. The accompanying drawings and pictures are some of those warnings.

If high school II slated for S. Parsons Blvd. is not ready to open by September, 1952, about 3,250 students will jam the present high school in buildings meant for 2,550. It will be no place for anyone fond of elbow-room. High school district superintendent C. H. Wennerberg declares, "Such a condition will mean staggered hours and double sessions. It will mean something akin to El Monte high school where, until recently three shifts of students poured in and out of the school all day. The place looked like a bus station."

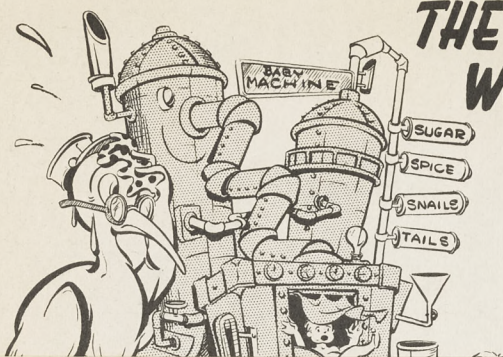
Let no one believe that double or triple sessions permit students to "get along" adequately. They cannot, any more than two or three students can get along on a hamburger designed for one. "If a second high school is not constructed, students would attend classes in shifts, with the adoption of a minimum four-hour day almost a necessity," Wennerberg says. "This will definitely lower the quality of the educational program."

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CITY _____ STATE _____

its voters accept a state loan in their May 19 school board election. Only 17 citizens turned up at the last such election

As area dwellers well know, the Little Lake and Rivera emergencies are equalled in other Whittier communities. The area's 22 elementary

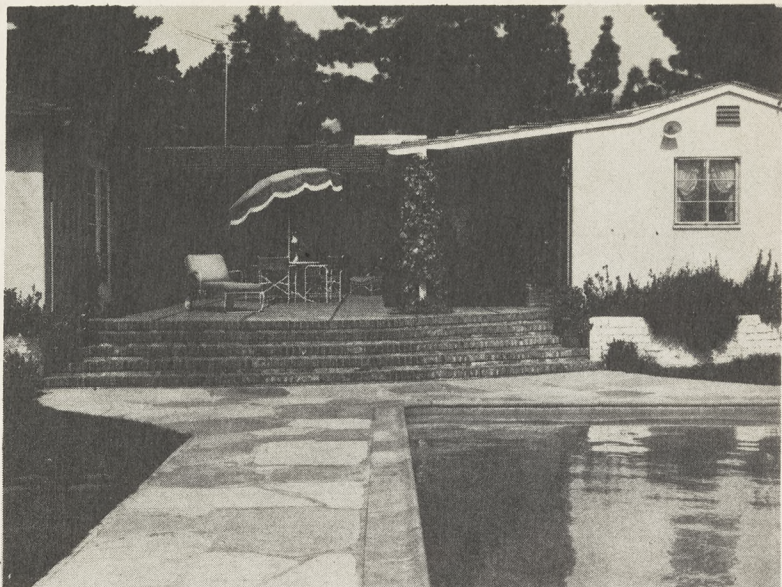
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Supt. Herb Wennerberg gets student reaction on school affairs from students Connie MacLean and Harriet Flint (right).

Marvelous 7 Room Home



This lovely home has 2,000 square feet of wonderful living. Yes, and an 18 ft. by 36 ft. swimming pool complete with bath house, filtering and heating system. Walled-in yard, too.

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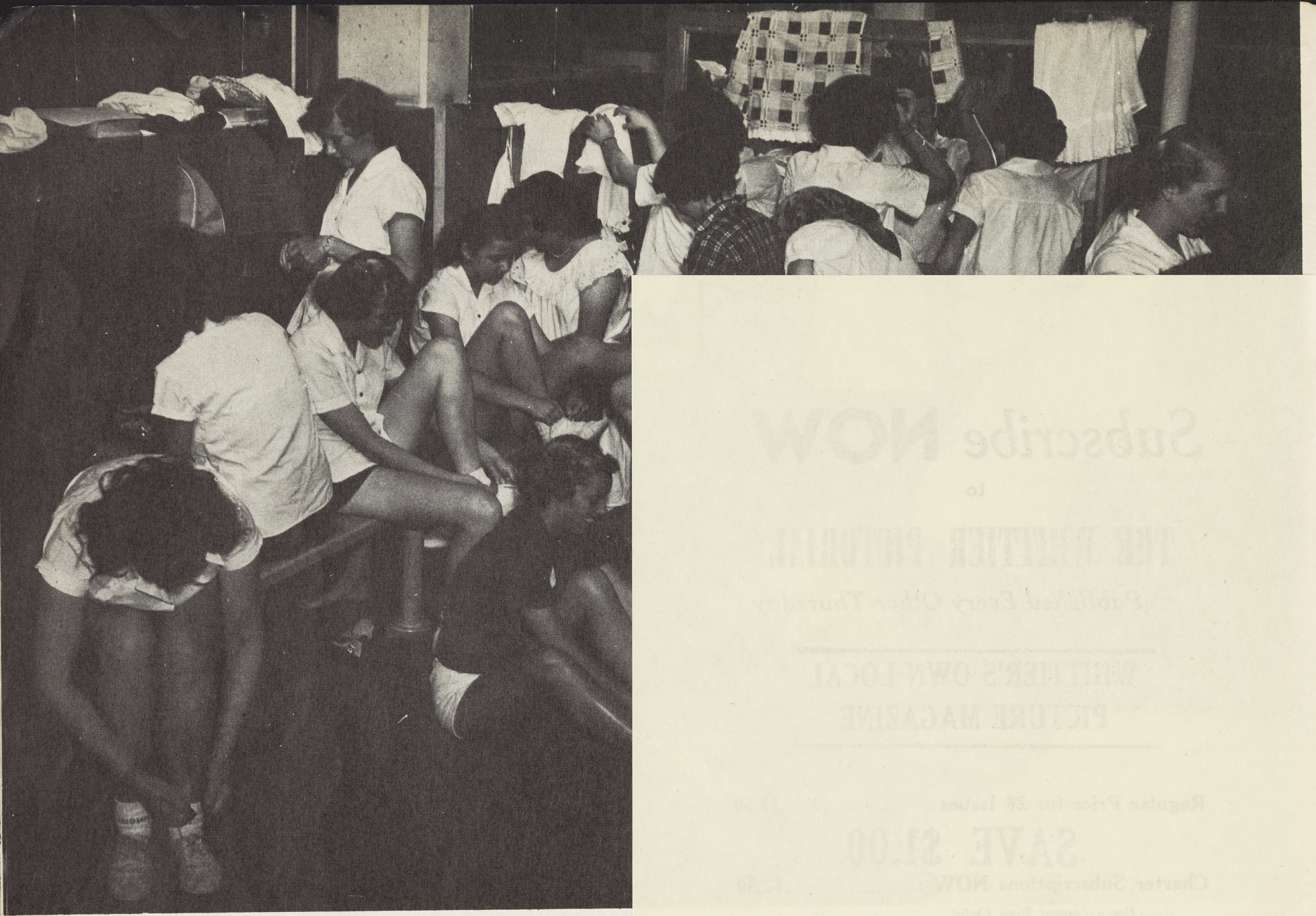
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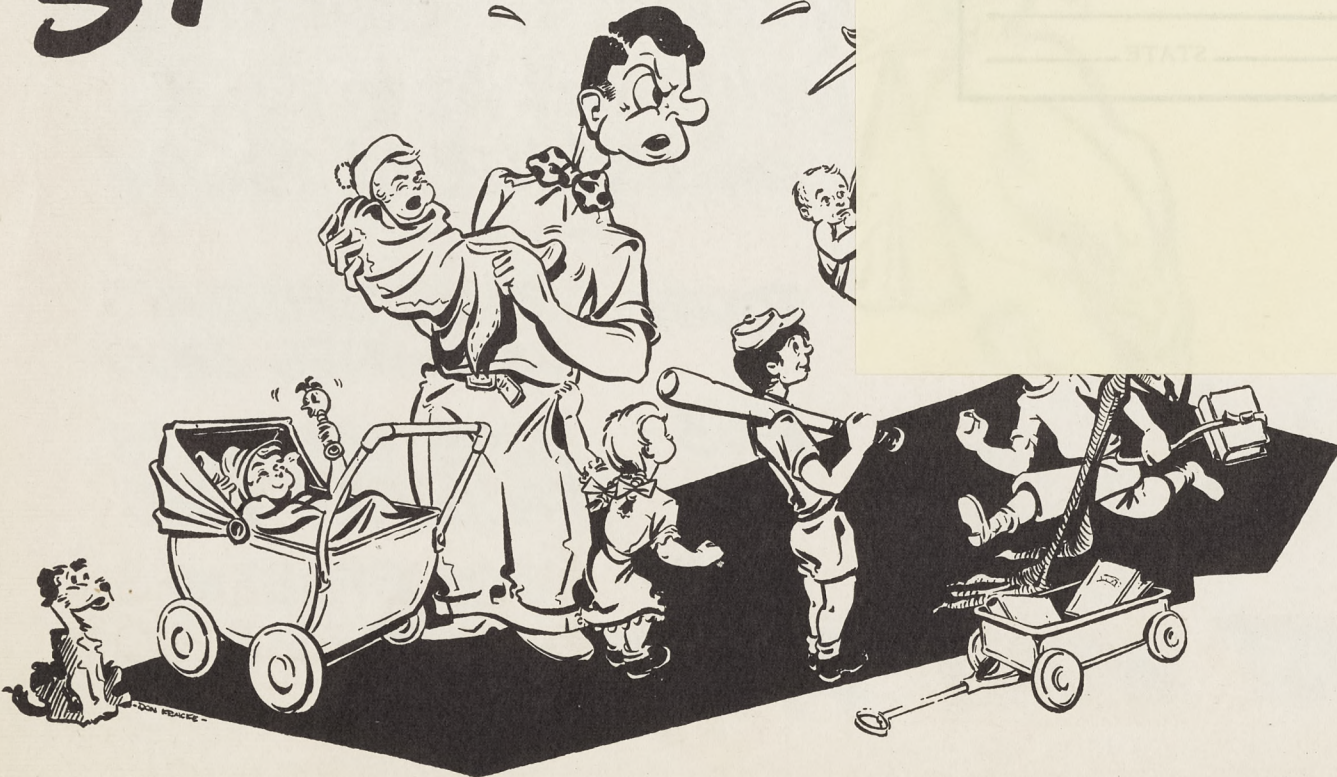
Jack's

**SALAD BOWL
UPTOWN
BEVERLY FOUNTAIN**



Posed picture of girls' locker room shows how physical education

YOU CAN'T ARGUE WITH THE STORK!



Unmarried cartoonist Kracke shows mature realization that stork always means business.

THE WHITTIER PICTORIAL

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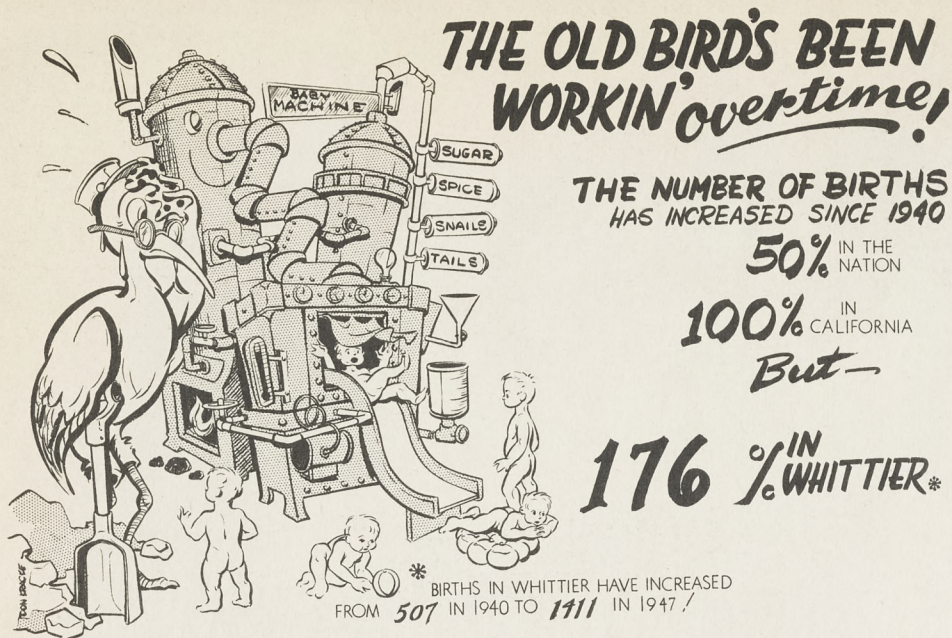
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Statistics show birth rate here puts this machine to shame.

Another authority, San Diego educator Dr. Richmond Barbour, writes: "Some research people . . . have been trying to find out just how badly our double-session kids are being short-changed. And they've found it is even worse than we'd previously suspected." He says doubled-up children not only learn less in arts, sciences and extra-curricular activities, but also slump in the three Rs and spelling.

Overcrowding in high school is bad, of course, but the short-changed students have a tougher break if they come to high school from overpacked elementary schools. A Whittier high school teacher recently warned, "Many children come to us who have only a fifth or sixth grade standing." Appropriately East Whittier residents vote twice tomorrow: on the high school bonds and also on their own \$105,000 bond issue. They expect double sessions unless the issue is approved, for the present enrollment of 1,150 children is expected to soar to almost 5,400 by September, 1951.

The situation is even more menacing at Santa Fe Springs (Little Lake), focal point of new subdivisions. There elementary enrollment has more than doubled in two years and two shifts of pupils share classrooms through seventh grade. But 3,000 new homes are planned for the next 18 months! On April 14, residents approved a \$500,000 bond issue that will buy 30 new classrooms and some sites.

Harassed Rivera district Superintendent Lawrence T. Magee has told local taxpayers that school enrollment there will jump from 600 this year to 3,100 in 1951. Magee says up to \$3,500,000 worth of new schools is needed. Consequently, Rivera may be the first district to cut into the state's \$250,000,000 school-aid pie if its voters accept a state loan in their May 19 school board election. Only 17 citizens turned up at the last such election.

As area dwellers well know, the Little Lake and Rivera emergencies are equalled in other Whittier communities. The area's 22 elementary

schools act as pressure gauges that worried high school authorities use to anticipate their own predicament several years hence.

Since unanimity on public issues has never been an American trait, some slight opposition to high school II has been felt. A diehard sector opposes any increase in taxes for any purpose whatsoever. A more enlightened group does not oppose a second high school but prefers to spread the heavy cost over a long period.

These people feel high school II plans call for "too much too fast." They want to postpone building an auditorium and swimming pool "and other frills" until labor and materials costs come down. "If we don't," they say, "we'll get tax indigestion."

They emphasize that any state aid received is not free but must be paid off over a 30-year span, with any unpaid balance after that automatically forgiven.

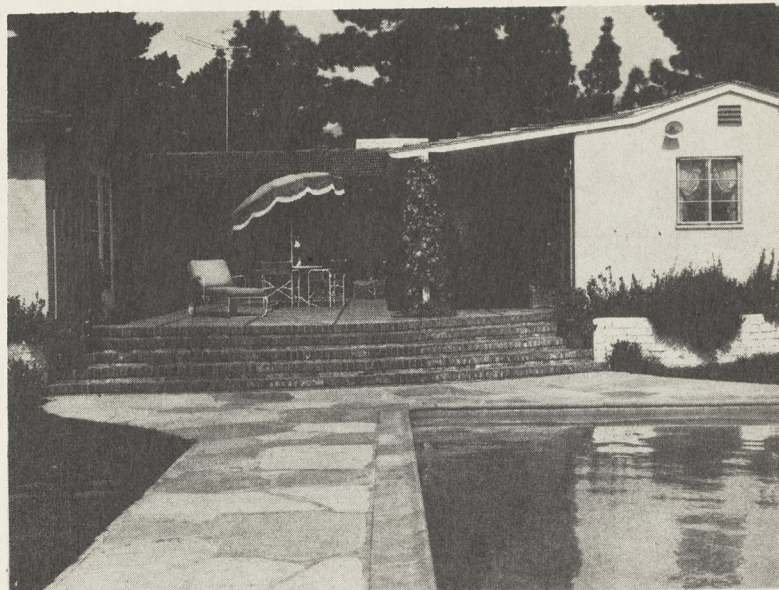
School authorities reply that taxpayers in the western portion of the high school district are entitled to all the "frills" for their children because they helped pay for the complete facilities that have existed for some time at the present school.

One point sometimes overlooked is



Supt. Herb Wennerberg gets student reaction on school affairs from students Connie MacLean and Harriet Flint (right).

Marvelous 7 Room Home



This lovely home has 2,000 square feet of wonderful living. Yes, and an 18 ft. by 36 ft. swimming pool complete with bath house, filtering and heating system. Walled-in yard, too.

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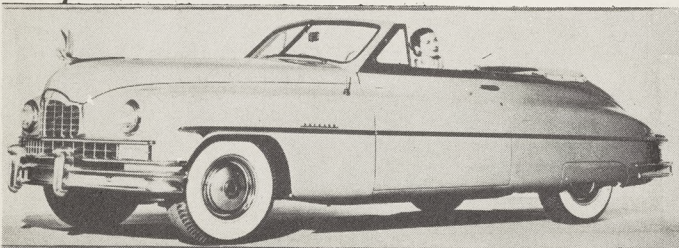
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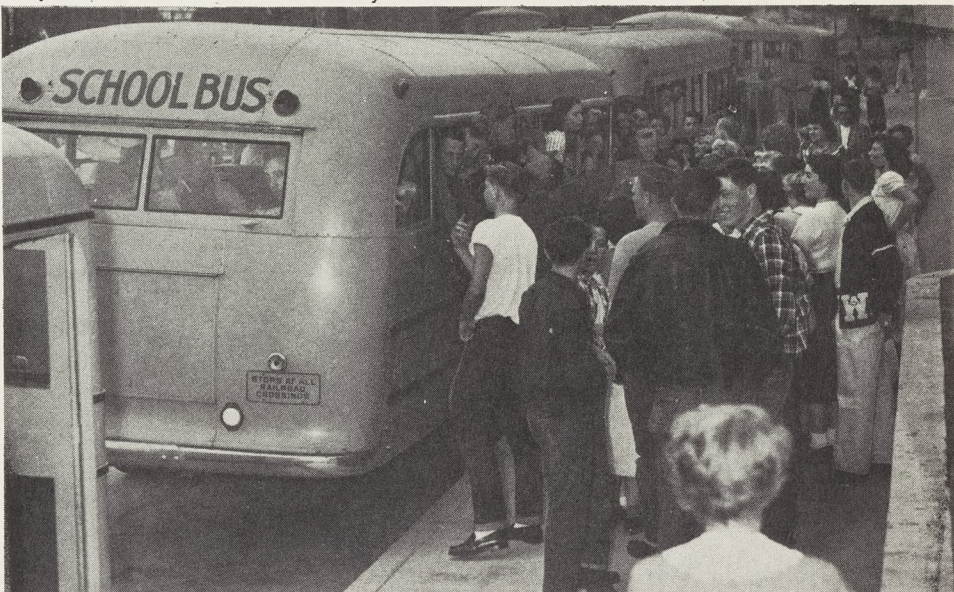
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Staged picture of print shop shows how students might have to queue up to get chance to run presses if second high school is not built. Instructor emphasized this violates safety rules and is never done.



Lack of second high school would mean bus congestion like this.

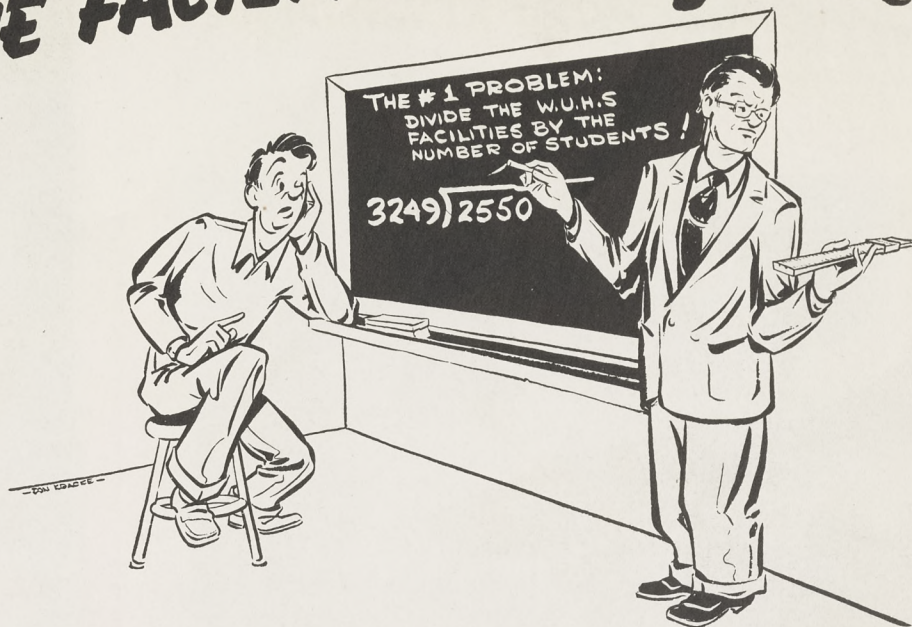


As husband looks on, Imperial Crest subdivision housewife Mrs. Elvin Oland votes at Little Lake bond election. Inspector is Mrs. Johanna Ratliff, Norwalk. Issue carried, 92 to 3.



At Rivera citizens' meeting, county school official Bruce Hawk says district should qualify soon for state aid.

"WHY DON'T YOU INCREASE THE FACILITIES, Professor?"



Even the sharpest school mathematicians have failed on this long division problem.

that money spent in the proper education of children—anywhere, anytime—is perhaps the best investment in protecting the things cherished by Whittierites, Californians, Americans and world citizens alike.

Dr. Irving Melbo and associates said in their school survey two years ago that the appalling growth of Whittier "may be dismaying and even tragic to older residents . . . who have always looked upon their own

. . . school district as a small and select isolated community." But, they added, every reasonable effort must be made to provide the girls and boys of the Whittier communities with safe, hygienic, modern—and uncrowded—school plants.

That is the conclusion that cost local citizens \$16,000 to learn. Perhaps it will help them make the decision they face in the polling booths tomorrow.



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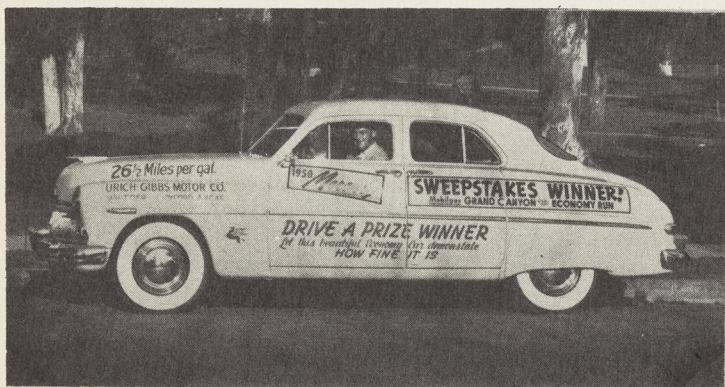
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SHIPWRECKED!!!

Whittier College men celebrated the finale of a week's frantic beard-growing contest with a "Shipwreck on the Horn" dance commemorating early Californians who arrived by sea. Students dressed the way the marine disaster caught them. Prize-winning beards were sported (left to right) by Tom Woods, "longest",

and Dayton Sayer, "fanciest."

Absolutely no nonsense was permitted by Sheriff-of-the-evening Don Conde and Deputy Jim Cheffers. Here they oust Lt. Comdr. Shirley Garman who pleaded in vain that her trousers were washed away by an enormous wave.



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Pretty Joyce Wyvell, dressed as a pioneer woman, won prize for best costume. Dance was held in ballroom of William Penn, where stunned hotel guests gaped at motley assortment of derelicts and gun-toting cowpokes. Students who rediscovered the delights of the cap pistol staged gun duels with great relish.



Eleanor Votaw smiles gamely as partner Larry Hayes displays the inevitable horn-rimmed spectacles with portable nose. Judges of beard contest rendered decisions after stroking chins of all competitors. Blond-bearded men found themselves at a definite disadvantage.



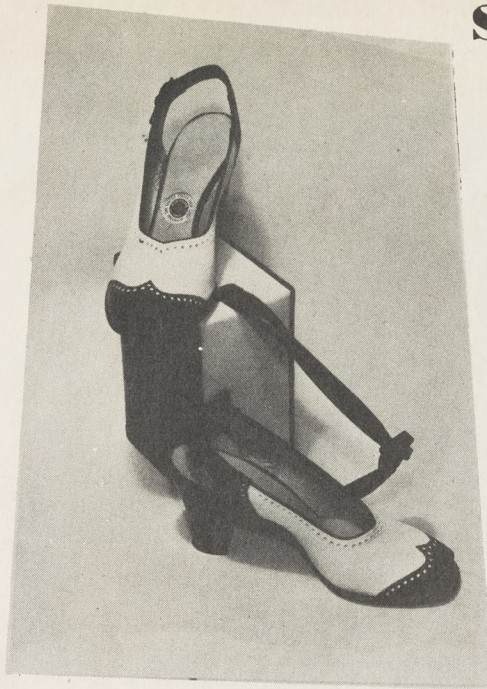
Outlaws gave a lot of trouble to Dick Tucker and Phillipa Weickert. They explained, "our pants were shot off while we were trying to get away." Several contestants in the whisker derby were disqualified for allegedly using mascara to darken stubble.



Gale Brandon and Barbara Iverson were most serious shipwrecked couple at dance. Barbara barely escaped. Gale was better protected and, in true Western fashion, was willing to sacrifice almost everything but his ten-gallon sombrero.

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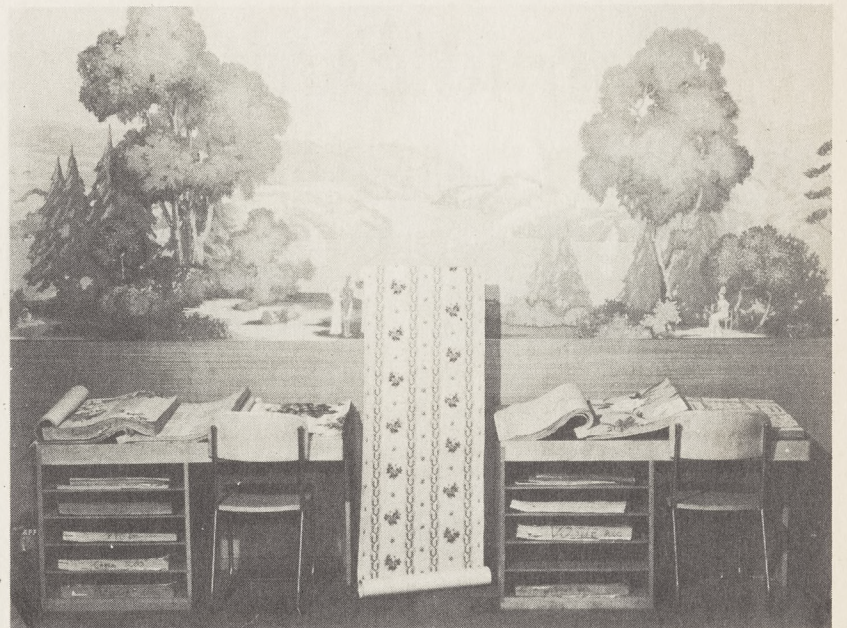
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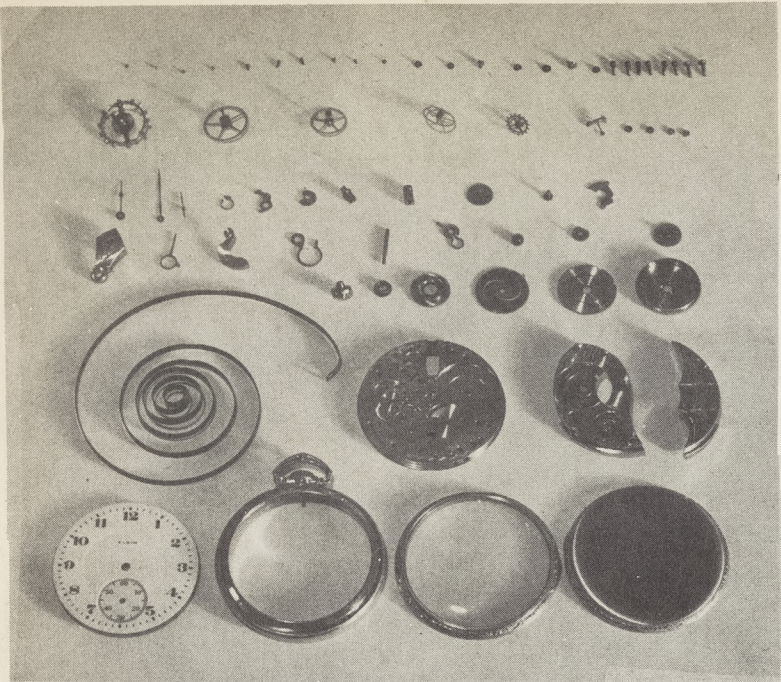
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Whittier, Calif.

Whittier Elks Welcome New Exalted Ruler



Andy Cummings

Kenneth Barton recently was installed as new exalted ruler of Whittier's 1,434 Elks at a gala inaugural ball in the Elks' new clubhouse on

Whittier Blvd. Here, clasping Mrs. Barton's hand, he is introduced to guests at the dance. Officiating was Ivan Hooker, past exalted ruler.

Y's Men Elect



Andy Cummings

Local dentist Dr. Edward McClean (left) receives gavel from retiring President Burt Parminster as he takes over presidency of the Whittier Y's Men's Club. The group, a service organization working in conjunction with the Y. M. C. A., is currently

sponsoring construction of a wall behind the Y to permit enclosure of a playground there. The Y's Men both raise the money and do the work. The 39 members of the two-year old club gather at bi-weekly breakfast meetings.

Aleda, Queen of the Fiesta



Six hundred people jammed the Pico Palace to see comely Aleda Mead crowned queen of a fiesta to raise funds for the March of Dimes. Aleda wore her regal robes as if she had been born in them and her dazzling smile alone, spectators said, was worth the price of admission.

Look At Evelyn's Ring!



Andy Cummings

The proudest moment in a girl's life is when she can do just what Mrs. Jack E. Jests, the former Evelyn Wismer, is doing in this picture: display her wedding ring to admiring bridesmaids. The envious quartet is composed of (left to right) Betty Jests, Virginia Wismer, Joyce Frank and Carol Henderson. Bride and groom are Whittier Union high school graduates and he is associated with the Eikleberry auto service concern

★ ★ ★ REPRINTS AVAILABLE

Readers may purchase 8 x 10 glossy photographs of most of the uncredited photographs in this issue at The Pictorial's subscription office, 114 E. Philadelphia St. They are \$1 each.

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HUGE STRUCTURE TO BOTTLE SAN GABRIEL VALLEY

For generations the San Gabriel River and its unruly sister, the Rio Hondo, have been unpredictable. To the dismay of dwellers near their virtually dry beds all the way from the Montebello-Whittier area through Rivera, Downey, Bellflower and Long Beach, they have occasionally acted like full-fledged rivers. At and below Whittier Narrows, the gap between the Puente and La Merced Hills, their raging floodwaters have caused much havoc.

For generations the floods made little difference except to the comparatively few landowners affected. But vast residential and industrial communities have grown up in their path. Now, the U. S Army Corps of Engineers estimates that major torrents bursting out of the San Gabriel Mountains could endanger 150,000 people and cost \$20,000,000 in property damage.

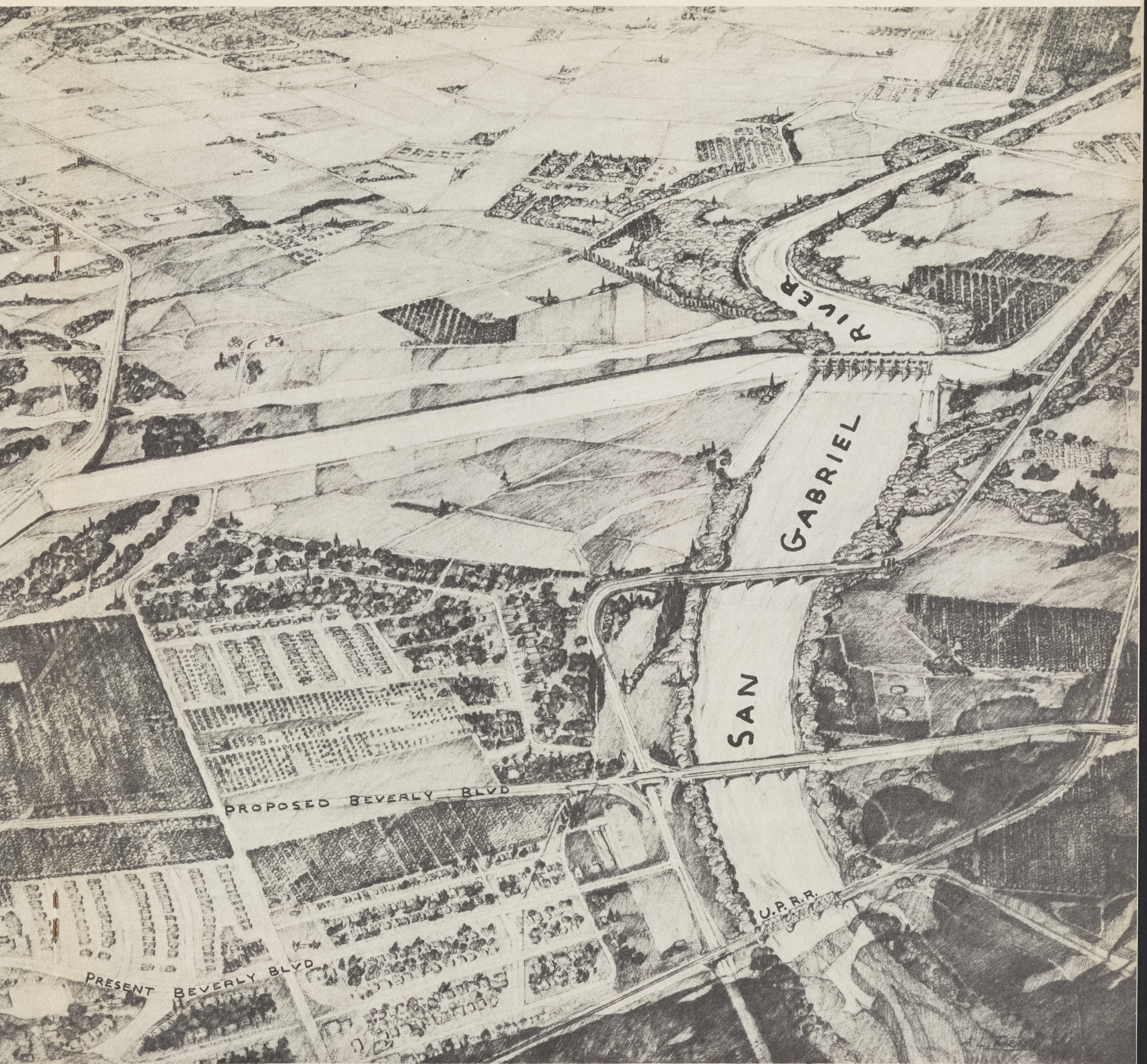
So, for an eventual outlay of \$36,300,000, the Whittier Narrows Dam is being constructed to eliminate, for the foreseeable future, the possibility of any such catastrophe.

In the schematic drawing at right, the dam area is shown as it is expected to appear at completion time in January, 1955. Ground-breaking ceremonies were held not far to the east of where Rosemead Blvd. sweeps over the 56-foot wall. Two new bridges span the San Gabriel for the projected San Gabriel Freeway and rerouted Beverly Blvd.

CONTINUED ON NEXT PAGE



This Is Whittier Narrows



Courtesy U. S. Army Corps of Engineers

ows Dam As Planned for Jan., 1955

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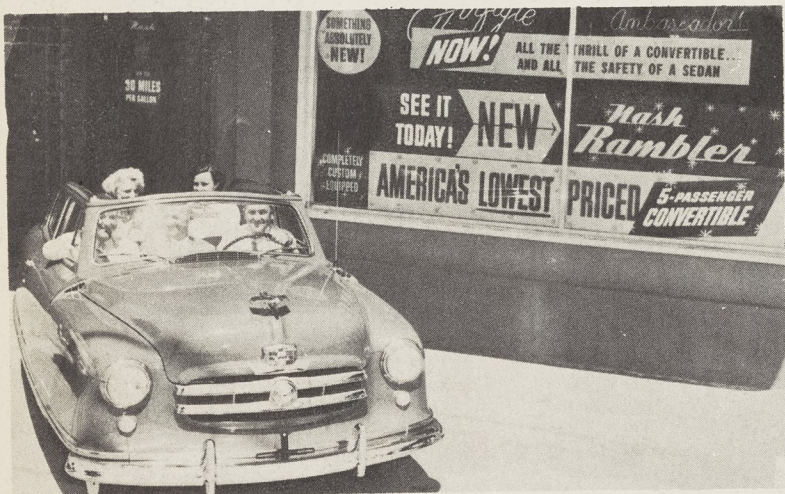
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"RAMBLER" FEATURES



Extra roominess for five passengers is a feature of the new Nash "Rambler" convertible. The car also combines the comfort and safety of a sedan with "over-head" protection of two heavy steel rails. These strong safety rails form a structural bridge-like beam for body rigidity, and also serve as the track for the electrically operated fabric top. The new car, with about \$300 worth of extras, is priced below the lowest of today's five-passenger convertibles.

Henry Koopmans

1901 W. Whittier Blvd.
OX 4-3800



Left to right: Whittier Chamber of Commerce President H. C. Dolde, William A. Smith, chairman Los Angeles County Board of Supervisors; Whittier's Mayor Frank Chandler; longtime dam booster Harlan A. Cate, of Pico; Whittier City Engineer Marshall Bowen.



Mayor Chandler wilts in heat on flag-bedecked speakers' platform.

Our elected officials and distinguished citizens long have been past masters of the art of conducting the public ceremony. Nothing is beyond their ken, be it laying cornerstones, cutting ribbons, driving golden spikes or releasing symbolic carrier pigeons.

The Whittier Narrows rites were no exception. Perhaps the most impressive thing about them was the galaxy of expensive photographic equipment present. The actual earth-turning took place about 100 yards due south of where the dam will rise. Groups of statesmen from each of the communities affected by the dam took turns digging up the sod in front of the speakers' stand while photographers shouted orders. By the time the husky Whittier contingent got through digging, there was enough soil turned to begin a modest truck garden.

The Friendly City

Don Kracke



Commerce Chamber Installs New Prexy



At speakers' table, left to right, are Dolde, Mullendore, Ball, Mrs. Ball

Two Whittier groups took steps recently to organize for the mutual benefit and protection of their members. For the local Chamber of Commerce assembled at its 35th annual dinner, the installation of banker H. C. Dolde to replace dairyman Kenneth L. Ball as chamber president was entirely routine.

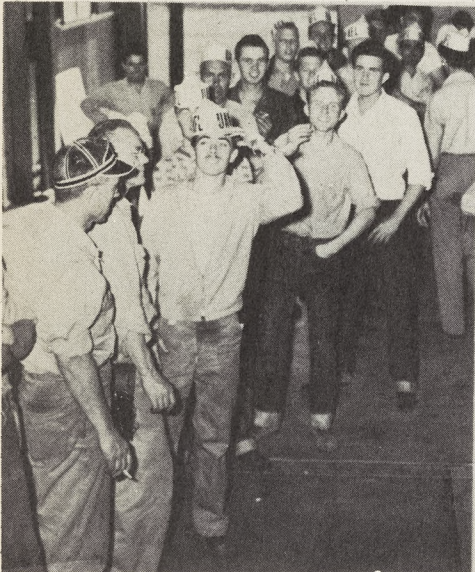
Employees of the Modine Manufacturing Company's Whittier plant had a tougher time. They had to vote on what, if any, union would represent the nine-month-old automotive radiator factory's personnel in collective bargaining with company management.

Up the hill from Modine, chamber members unanimously applauded their new president. And, almost to a man

they agreed when guest speaker W. C. Mullendore, president of the Southern California Edison Co., spoke on "Socialism and Prosperity", opposing the former and favoring the latter.

No such unanimity was evident among Modine workers. They cast 29 votes for a C. I. O. union to represent them, 28 for an A. F. of L. union and none for the International Association of Machinists. In addition, one ballot was voided and another one—reportedly a vote for the A. F. of L.—was challenged, pending clarification of the employment status of the man who cast it. The matter went before the regional director of the N. L. R. B. for decision but, up until presstime, the C. I. O. seemed to be out in front—by one vote.

Modine Workers Install New Union



Ballot count is witnessed by all interested parties. They are (clockwise from lower left) Earl Richter, Modine office manager; N.L.R.B. field examiner Leo J. Kloos; W. W. Pounds, A. F. of L. regional representative; M. W. Ambrose, International Association of Machinists; George Grisham, vice-president of A. F. of L. auto workers; Lee Archer, Modine C.I.O. member; S. Gage, C.I.O. representative; Lum Dodson, Modine A. F. of L. member; Leo R. Sampson, Modine I.A.M. member.



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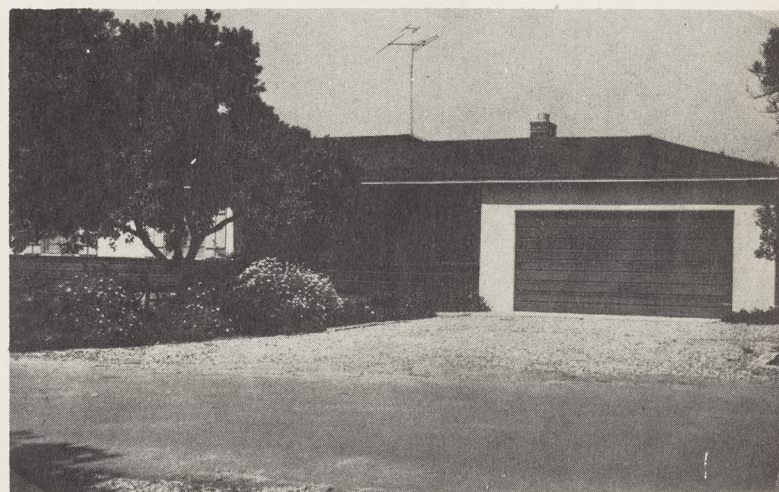
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15



Josh Wilson, Jr.

LOCAL TOTS PLAY SO PARENTS CAN PRAY

Like most Whittier churches, the First Christian Church makes family Sunday worship easier by providing a nursery where parents may park the kids during services. Here, left to right, Dale Marie Riddle, Vicki Benton, Connie Miller, Bobby Ghan, Alan Hilberg and Nancy Ellis stage a 9:30 a.m. tea party in Mrs. Mary Eickleberry's group.

Make Mondays "FUN DAYS"

with this

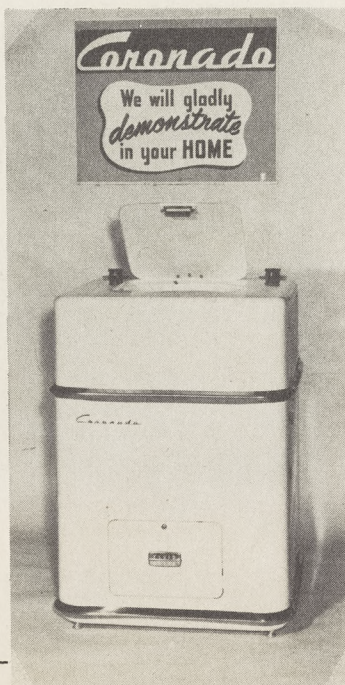
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Along with moist sunrise services and jaunty bonnets, Eastertime in Whittier brought up a problem of duck disposal. At least that's what the Park and Recreation Department figured.

It invited all pet duck owners who may have wearied of their charges to donate them to the pond in Penn Park. There, the city believes, they will look decorative and eat snails besides.

Not much is known about this year's ducks except that one pet store reported sales of 40 ducklings to entranced youngsters. However, a last Easter's duck was first to answer the city's call.

It was "Squeaky", a web-footed friend of Jacquelyn Thompson, 13 daughter of Mr. and Mrs. Robert Thompson, 12702 E. Foxly Dr. The Thompsons aren't sure of their duck's sex. It has laid no eggs. But it quacks a lot—too much. Duck fanciers claim that the hens, not the drakes, do most of the sounding off.

Anyway, things had reached the point where Mrs. Thompson said she'd rather see Squeaky on a platter than hear any more of his chatter. So, Jacquelyn and her two brothers launched him into his new home in the park. There was a catch to it, though: Mrs. Thompson had to agree to buy them a puppy.

Bird Goes to Church



The confident bird walking up Philadelphia St. (above) perplexed passers-by last week when it entered First Friends Church with an air of knowing precisely what it was doing. About the size of a ring-necked pheasant, it sported a two-tone color job with light tan stripes along its back. No ornithologist, The Pictorial's pho-

tographer failed to identify the species.

He reports that the bird strode down the aisle of the church, hopped up on a window in the rear, sharpened its beak a couple of times on the sill and then disappeared into the basement.

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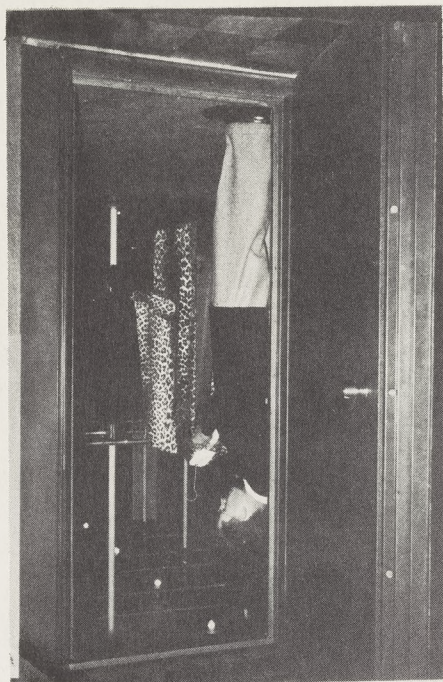
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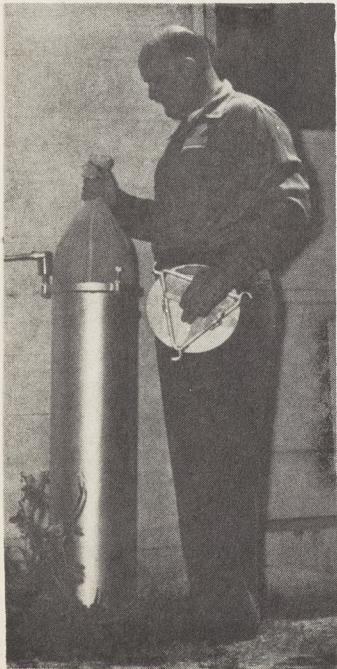
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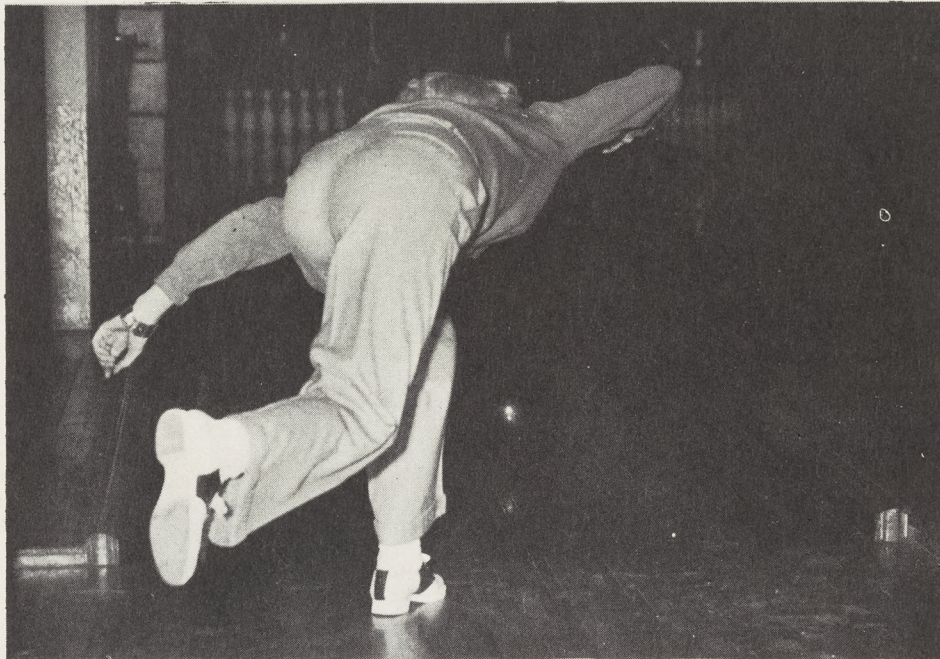


Jackie Goes Bowling...



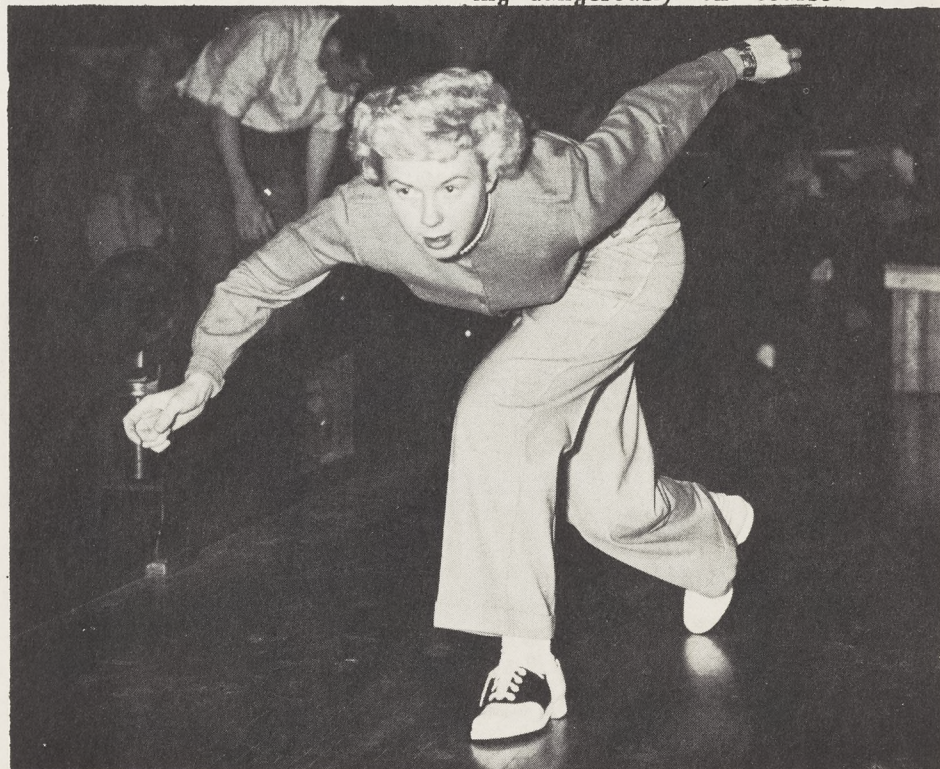
but the ball...

At the Clayton & Baldwin bowling alley, Jackie Sordahl, 19-year-old florist, seems to have a strike in mind.



wanders toward..

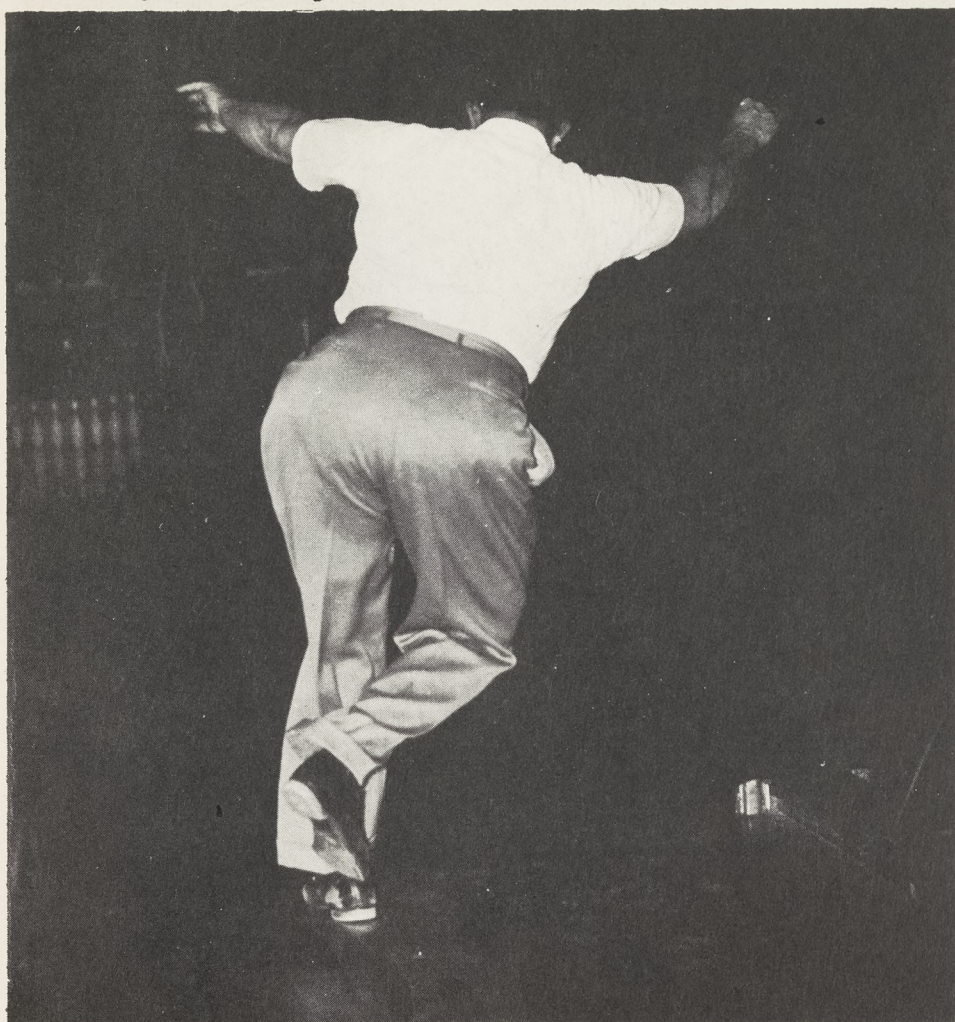
That uplifted right elbow means that the ball has already begun veering dangerously off course.



that darn gutter!

Jackie seems unable to believe her ball is gutter-bound. She's bowling in the 8-team Thursday night league.

Body English Helps...



Joe Lash, a Norwalk machinist who averages 178 bowling score, is a firm believer in body English to straighten things out after the ball has started down the alley. Here, he demonstrates a list to starboard calculated to influence the ball away from its leftist tendencies.

Skate



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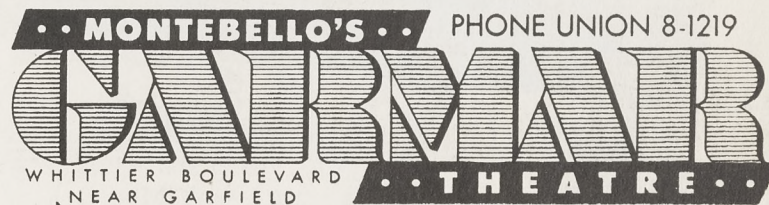
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Ein' feste Burg ist unser Gott
CHORAL PRELUDE

JOHANN SEBASTIAN BACH
Transcribed for Orchestra by
WALTER DAMROSCH

Allegro moderato

*Piccolo

Eng

B♭ C1

Bass

Bassoon

Contra B

Horns in

Trumpets II

Floyd Stancliff, flutist, discusses sonata with Miss Lohmann and college violin professor Ruth Haroldson. Miss Haroldson also conducts College-Community Symphony.

Left to right: cellists Alta Dale, Frances Burnight, Nona Pyron and Ethel Siegfried, string bass.

WHITTIER COLLEGE

MUSIC DEPARTMENT

Thirteenth Annual Bach Festival

Johann Sebastian Bach, who died in 1750, left behind him much of the world's most treasured religious music. This year, two centuries later, his work is being commemorated by countless lovers of his majestic compositions. Whittier College's Music Department, under the direction of Margaretha Lohmann, has organized its 13th Annual Bach Festival to present many of Bach's finest works to local listeners. With the College-

Community Symphony Orchestra and several distinguished instrumental soloists, it has already presented a varied concert series this season.

Tomorrow evening at 8:15, in the First Friends Church, a Bach organ-voice recital will be heard; and the college A Capella Choir with chamber orchestra performs Sunday at 7:30, also at the Friends Church. The public is welcome at both these events, and no admission is charged.

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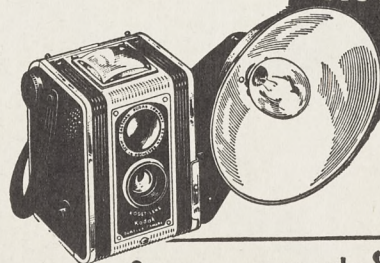
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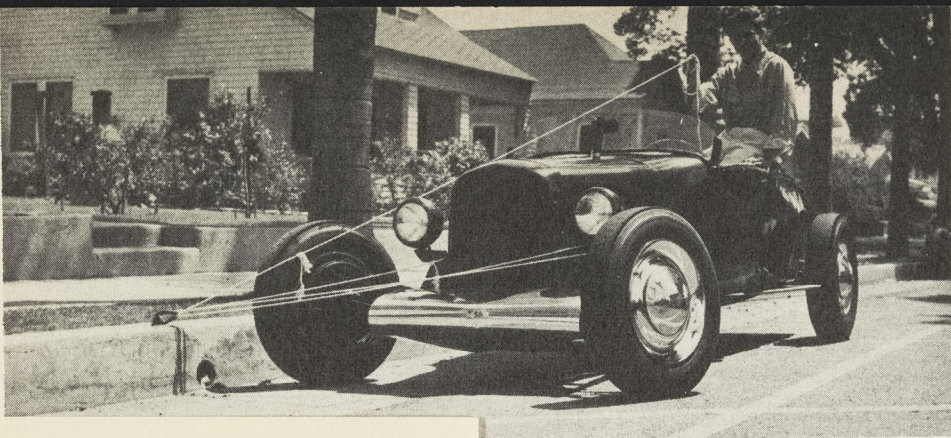
The lens is fixed-focus . . . the shutter ready-set, and synchronized for SM or SF flash bulbs. Big reflex finder gives you a brilliant "preview" of your pictures. Negatives are 2 1/4 x 2 1/4 inches, 12 on black-and-white Kodak 620 Films, 9 on Kodacolor 620 Film. Come in and see for yourself.

LEE'S PHOTO SUPPLY

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Will Oldtime Hitching Rings Hold Hot Rods?

A man's critter gets rambunctious every so often. If you want to keep him from throwing a rod—or rather, keep his cinch from slipping—why, you can tether him up to one of those hitching rings the city fathers so thoughtfully maintain on our curbs.

In the top picture (which we'll privately concede is kind of silly) roadster owner Phil Sawiak tries curbing his vehicle the old-fashioned way. "One thing about these rings," Phil points out, is that a nickel won't work in them and they never say "Violation."

This holdover from more tranquil times is located on N. Friends at Hadley. Others may be found near the college. The Pictorial would be interested in learning from readers just how many of the old rings remain.

with MAYBELLE and MARTITA



FOOD CAKE

Mrs. Frank Baker of 6207 S. Norwalk Blvd. is glad to share this tried-and true devil's food cake recipe with other Whittier housewives. Here, she's wondering if she did right in offering the missing wedge of cake to The Pictorial's hungry photographer.

Measure $\frac{1}{2}$ cup cocoa, $\frac{1}{2}$ cup warm water and two level teaspoons soda into a bowl and let stand until other parts of recipe are ready. Put two tablespoons vinegar into measuring cup and fill with milk to make $\frac{3}{4}$ cup.

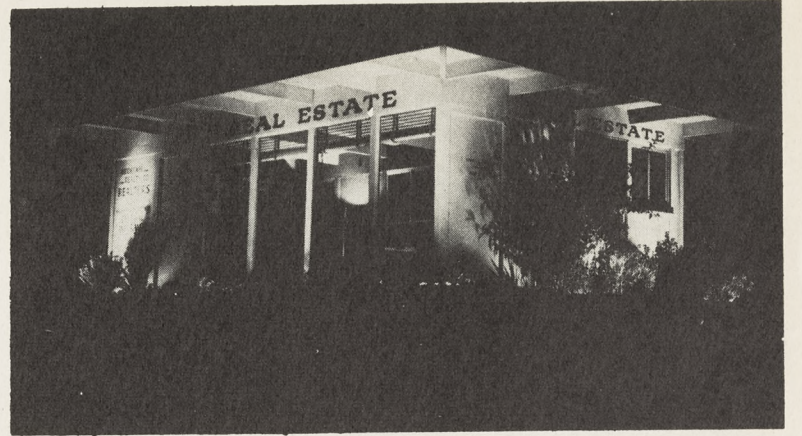
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Cream sugar and shortening, add egg yolks and salt and beat well. Add flour and milk alternately and then add cocoa mixture. Finally, mix in egg whites beaten stiffly enough to hold their shape.

Grease two nine-inch cake pans, dust with flour and pour batter in; bake in 375 degree oven 25 minutes, or until done. The cake illustrated is covered with an ordinary seven-minute vanilla icing.

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Ein' feste Burg ist unser Gott
CHORAL PRELUDE

JOHANN SEBASTIAN BACH
Transcribed for Orchestra by
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Allegro moderato

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WHITTIE

MUSIC

Thirteenth

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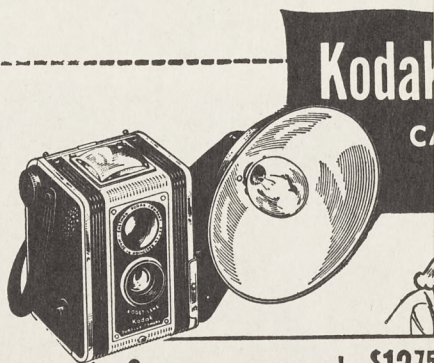
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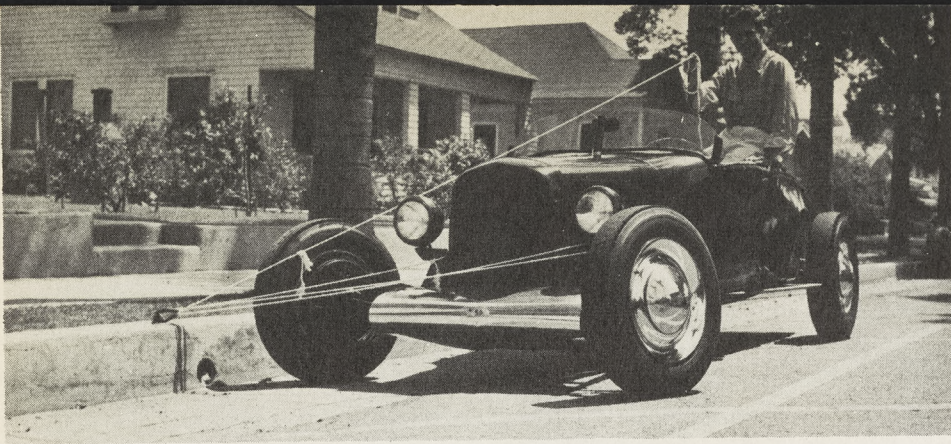
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Kitchinming

with MAYBELLE and MARTITA



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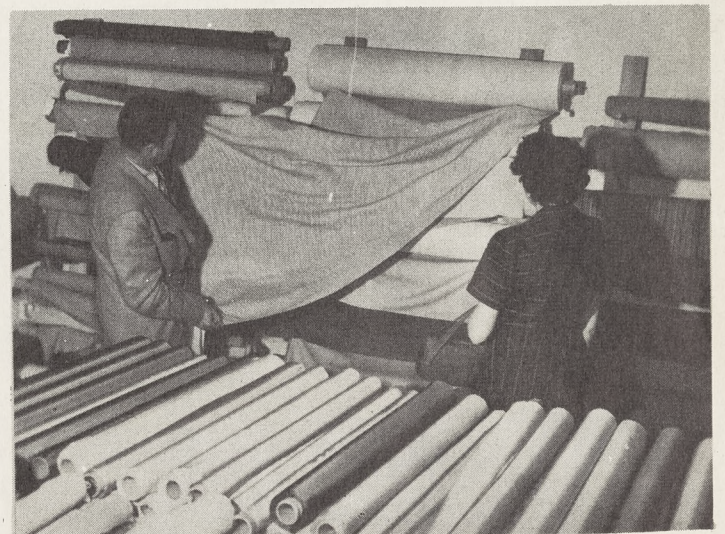
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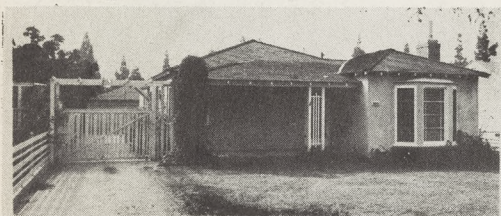
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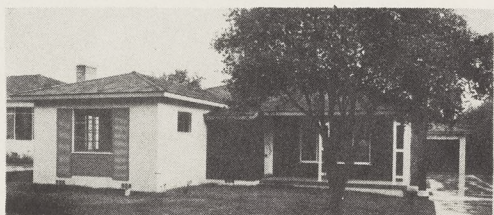
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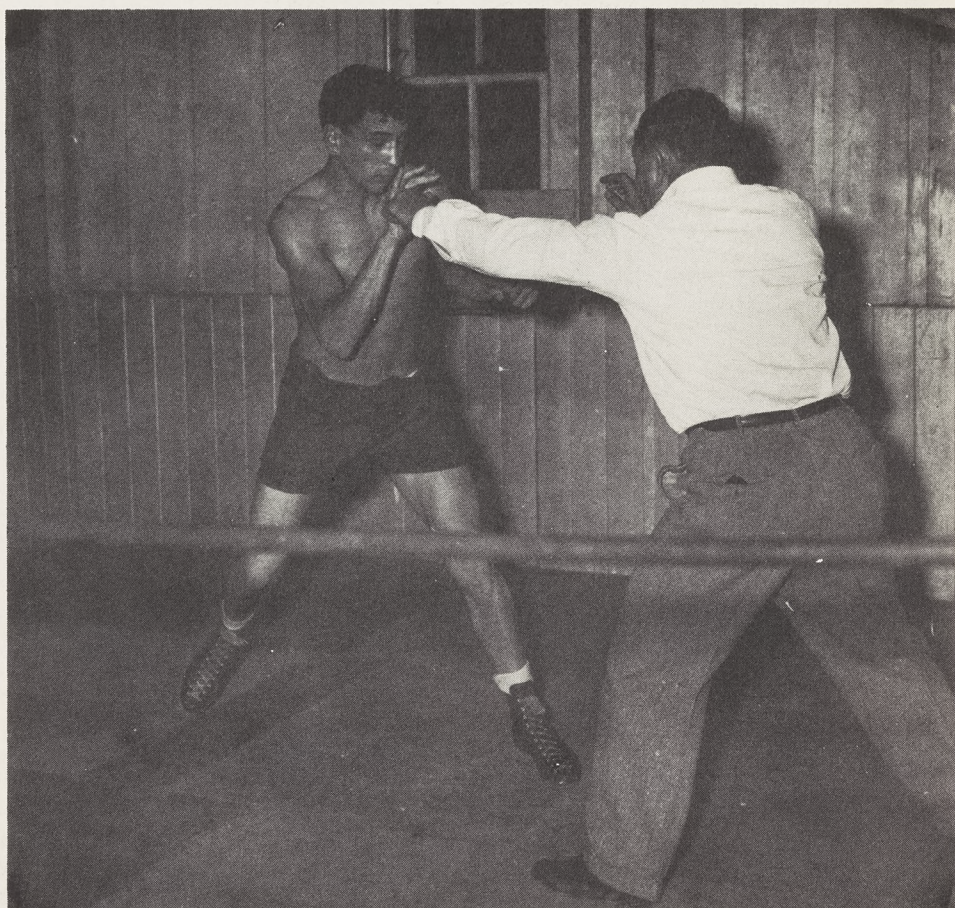
Appraisals

Rentals



Vines' '4 Under Par Wins At Hacienda

Ellie Vines, ex-amateur and professional world tennis champ, hasn't touched a tennis racquet in two years but he loves golf. So, he burned up Hacienda Country Club's pro-amateur tourney with a 67 for the par 71 course. Here, he warms up with Whittier's Paul Jopes, head pro at Hacienda.



Dad's Training Pays Off for Local Boxer

Middleweight Rudy Romero spars with his father, Ray, two nights before he won a four-round decision over Morrie McFarland in the Hollywood Legion Stadium. A Whittierite, Rudy formerly was G. I. All-Japan middleweight titleholder; Ray has trained fighters for 25 years.

How to Publish a Publication

After a couple of months of playing publisher, our unqualified advice to anyone with a suppressed yearning to bring out a new publication is just this: don't do it. Take up backgammon, start chewing tobacco, thrash your wife—yes—but stay away from publishing. It's a field already overcrowded with the undernourished.

To those of you who spurn this counsel or holler, "We got troubles of our own," we suggest that if you worry over us, you'll probably forget your own troubles. Or you'll simply forget everything.

Well, getting into this rather sordid business, here are the requirements for starting a magazine. You must first have certain high qualifications necessary to eliminate the weaklings. Ours include: (1) an exceedingly low I. Q. (2) repeated failures in other endeavors (3) a hearty willingness to let our wife scrub floors and our



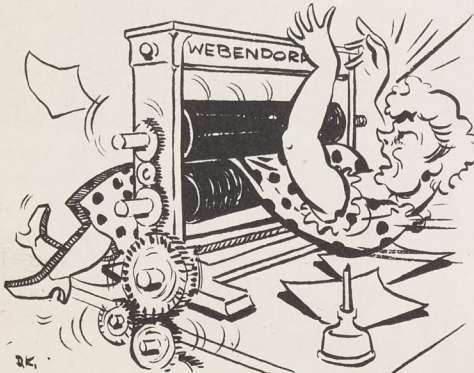
children go begging in the streets, and (4) utter fascination with our own words in print.

In other words, if you are a successful, well-adjusted, normal individual, this isn't for you.

The first step is to find a printer. That's easy. Then, try to get along with him. It's like trying to hang onto a jet-propelled hot rod. Many printers are former publishers who wised up. Need we say more?

Because this magazine uses the photo-offset method of reproduction, we rate not one but several printers. This is akin to telling someone he is entitled to not one but several peptic ulcers. Undoubtedly most printers are splendid chaps, but you should meet ours.

Our compositor is a peach. He knows the secret of throwing his typesetting machine into reverse so that it squirts molten lead on bystanders. He regards this as extremely amusing. And there's our offset cameraman, a rollicking lad who denies, but not emphatically enough for us, that he eats small children for breakfast. The broth of a boy who does our presswork enjoys telling about how he ran his mother-in-law through



a Webendorfer 17 x 22 offset press. Says he had to do it three times; after all, it was a three-color job.

With our printing problem nicely out of the way, we next approach our advertisers. Sometimes this is hard to do, because businessmen are natur-



ally timid. Some are allergic to salesmen or to practically any neatly dressed man carrying a briefcase. In fact, whenever a salesman saunters into one store we know about, the proprietor is likely to mutter an excuse about putting a nickel in the parking meter and rush out, abandoning the store to the salesman. This is embarrassing to salesmen because many, like ours, have never turned an honest dollar.

As you can see from this issue, some of our advertisers were unable to get away fast enough. Others were trapped when they discovered we had stationed a second salesman by the parking meter.

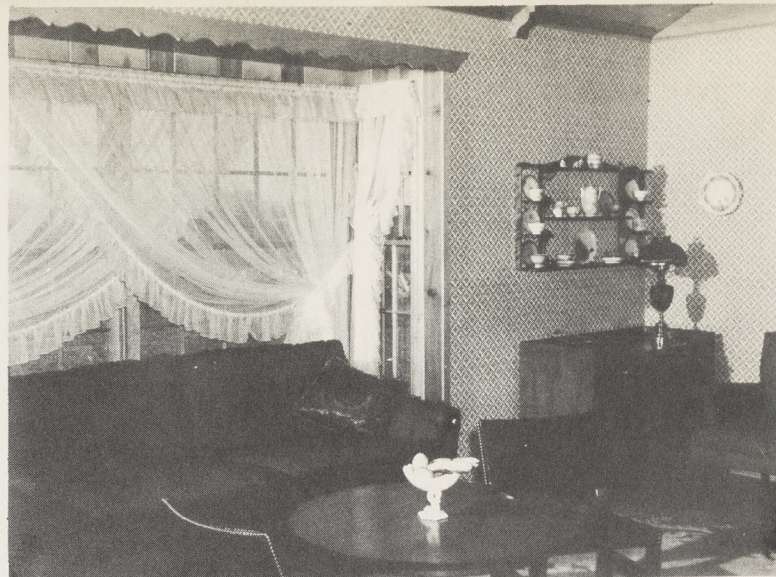
The third step to to get readers. Everyone—publishers and advertisers alike—is fond of the reader, even though he is just a little guy. We thought of bringing out a handbook on "Care and Feeding of the Reader", but figured he'd like it better if we offered him a year's subscription to The Pictorial instead (hint: \$2.50 charter rate). Why all the fuss over the reader? Well, if he doesn't take the magazine, gape at the photogenic merchandise in the ads and then at



least paw over it in the stores, then our advertisers will become unhappy with us—and maybe you can guess what that means.

Okay, now we've got printers, advertisers and readers and, of course, a magazine. Add to that several whopping neuroses, a stack of burned-out flashbulbs, an ashtray that hasn't been emptied in two weeks, an epidemic of housemaid's knee on our wives and hunted looks on our faces. There, we are pleased to announce, are the ingredients for publishing a new picture magazine. They make up into a stew and it's highly indigestible.

That, friends, is what we're belly-aching about.



Living Room Grouping
in the home of
Mrs. Evan Manning
13736 E. Mulberry

Good Taste

Regardless of style or budget GOOD TASTE is your surest measure of satisfaction. And good taste is the tradition at —

H. J. Perry

Distinctive Furniture

409 E. Philadelphia St.
Near Painter



ANDY CUMMINGS STUDIO
211 EAST PHILADELPHIA ST.
Phone 43-822

Early American

PRIZED FOR BEAUTY



Picture the informal air of a rolled arm Lawson pillow back sofa placed on your braided rug.

Relax in the comfortable Windsor chair and enjoy the contemporary air of your room.

The cobbler's bench serves a multitude of purposes . . . use it as an occasional table, coffee table, or to display flowers.

The little Nantucket rocker has been carefully reproduced with keen proportions and appealing style,

All of this accomplished by using the mellow tones of birch and maple.

RIUTCEL BROS.

The Colonial Shop

"FINE MAPLE FURNITURE"

1416 WEST WHITTIER BOULEVARD

(Whittier Theater Building)

RIUTCELL BROS.

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ANNOUNCING
THE OPENING OF
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Whittier Theater Building
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